

LINDY JOHNSON

We specialise in marketing, business development and PR for leading architects, designers and related businesses.



All our services contribute directly to increasing your bottom line, strengthening your relationship with clients, and winning new work.

We use our 30 year+ track-record to tailor strategies that add value to your existing business development or marketing program.

“When describing Lindy Johnson’s approach the following words come to mind—proactive, enthusiastic, insightful, collaborative, well-connected, resourceful and creative... just to name a few.”

KATE CULLITY
DIRECTOR—TAYLOR CULLITY LETHLEAN

OUR SERVICES

MARKETING & COMMUNICATION

We develop marketing collateral, publications and web content, as well as writing and editing submissions. Our high-quality design values and engaging content will make you stand out from your competitors.

BUSINESS DEVELOPMENT

We initiate targeted business development activities such as meetings with government and private sector clients. We help you implement the right profile raising activities for your business including speaking engagements, boardroom lunches, events, industry awards and design competitions.

PUBLICITY & MEDIA

We have a track record of securing high profile editorial coverage in leading mainstream, design and industry media. Our clients have been featured in The Australian Financial Review, The Australian, Wallpaper*, ArchDaily, Architecture&Design, Australian National Construction Review, Urban Developer and Sustain Magazine UK, to name a few.

MARKET & CLIENT RESEARCH

Our market and client studies find out what your clients and stakeholders really think. These insights allow you to plan for a future based on real market intelligence, and help you design your business, brand and communication strategy.

SOCIAL MEDIA

We can implement a simple, tailored strategy that will maximise the time you spend on social media, and increase the visibility of your business online.

BRAND DESIGN & POSITIONING

We work with you to develop an authentic brand that makes your clients feel good about choosing you and sets you apart from your competitors.



LINDY JOHNSON

DIRECTOR

Lindy has 30 years' experience working at senior levels of government and industry creating national and global demand for creative services. She is passionate about increasing the value of architecture and design businesses, and has won many industry and government awards for her innovative and groundbreaking work.

Lindy leads a team of talented writers, marketers and business development specialists.

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